



ALFONSO RIBEIRO PARTNERS WITH BOB EVANS FARMS TO CREATE "REALLY" GOURMET SIDES THIS THANKSGIVING

Couple shares their "Step One: Done" tips to help make sides a breeze

NEW ALBANY, Ohio (Nov. 8, 2018) — "I want to spend all day in the kitchen fussing over my holiday side dishes," said no one ever. That's why this holiday season **Alfonso and Angela Ribeiro** are teaming up with Bob Evans Farms, Inc. to launch "Step One: Done" – a recipe video series that helps even the rookie meal preparer become the MVP of the Thanksgiving meal.

The Ribeiro's "Step One: Done" videos, available at www.BobEvansGrocery.com along with other holiday recipes and tips, use Bob Evans Farms Original Mashed Potatoes to show how to make "really" gourmet side dishes out of refrigerated mashed potatoes in minutes because, in reality, people want to spend less time on sides and more time with their family and friends during holiday meals.

"We believe the most important part of hosting Thanksgiving dinner is finding a way to not ruin the turkey. My wife and I are excited to partner with Bob Evans to help invite more home cooks across the country to focus on the turkey instead of the sides," said Alfonso Ribeiro. "The videos were fun to make, and they may definitely seem silly, but Bob Evans Mashed Potatoes really do taste just like homemade and we can successfully trick our friends into thinking they are homemade by throwing just one delicious ingredient on top."

The Ribeiro family isn't unlike many Americans who use prepared sides to make holiday dinners easier. In fact, according to an actual survey conducted by Bob Evans Farms, more than one in three Americans use prepared sides to make preparing meals quicker. The same study found that 20% of those who use prepared sides tell their guests that the dish was homemade by taking credit for the dish.

Bob Evans Farms' survey also found that Gen X and Millennial age groups were much more likely to use prepared sides: 40% and 44% of respondents respectively. Likewise, the study found that men are much more likely to use prepared sides (41%) compared to their female counterparts (31%).

"The Ribeiros are hilarious and real, so we knew Alfonso and Angela would be the perfect partners to joke about all the time and stress that goes into prepping for holiday meals," said Chris Lambrix, SVP Retail Business Development at Bob Evans Farms. "From our family to yours, we hope our mashed potatoes can give you time to focus on what really matters: your guests and a flawless turkey."

Beginning today, consumers can enter to win* free Bob Evans Farms products for a year by sharing their favorite "one-step" mashed potato recipe at the [Facebook.com/BobEvansGrocery](https://www.facebook.com/BobEvansGrocery). The sweepstakes ends on November 26, 2018.

Bob Evans offers a variety of family-favorite prepared side dishes in an assortment of flavors that are perfect for Thanksgiving, including Mashed Potatoes, Macaroni and Cheese, Glazed Apples, and Homestyle Stuffing. For more information, recipes and tips on hosting the perfect holiday meal, visit www.BobEvansGrocery.com.

*Official rules: BobEvansGrocery.com/Rules

#

About Bob Evans Farms, Inc.

Bob Evans Farms, Inc. is a brand born and raised on the promise of farm-fresh goodness. For more than 70 years, the company has been making delicious, quick-to-table, farm-fresh food that is sold in grocery stores all over the country. Today, Bob Evans brand mashed potatoes and macaroni & cheese products are the #1 selling refrigerated side dishes in the United States*. Based in Columbus, Ohio and owned by Post Holdings, Inc., a consumer packaged goods holding company, Bob Evans Farms is also a leading producer and distributor of refrigerated potato, pasta and vegetable-based side dishes, pork sausage, and a variety of refrigerated and frozen convenience food items under the Bob Evans, Owens and Pineland Farms brand names. For more information about Bob Evans Farms, Inc., visit www.bobevansgrocery.com.

* SOURCE: IRI Total US MULO Latest 52 W/E 10/07/18.

Methodology

The Bob Evans survey was conducted online by ORC, International from August 31-September 5, 2018, among 1,510 American adults aged 21 to 65. Respondents to the survey were selected from among those who volunteered to participate in online surveys. Fifteen hundred complete surveys were collected using the sample framework based on U.S. Census data for age, ethnicity, gender, region, and income.

Media Contact: Elizabeth Sedlock, esedlock@sedlockpartners.com, (636) 699-9554